

**A Degree With A
Guarantee.comSM**
*Associate Degree
for Transfer*

Presented by:
Cortney Ceccato, Program Manager



CSU The California
State University

Brought to you by the California Community Colleges and California State University systems

Campaign Overview

- ✓ Statewide initiative resulting from Senate Bill 1440
- ✓ California Community Colleges & California State University joint transfer program
- ✓ Started in 2012
- ✓ Small grant funded marketing campaign from 2013-2015
- ✓ Directed and managed by the California Community Colleges Chancellor's Office



Overview of Funding

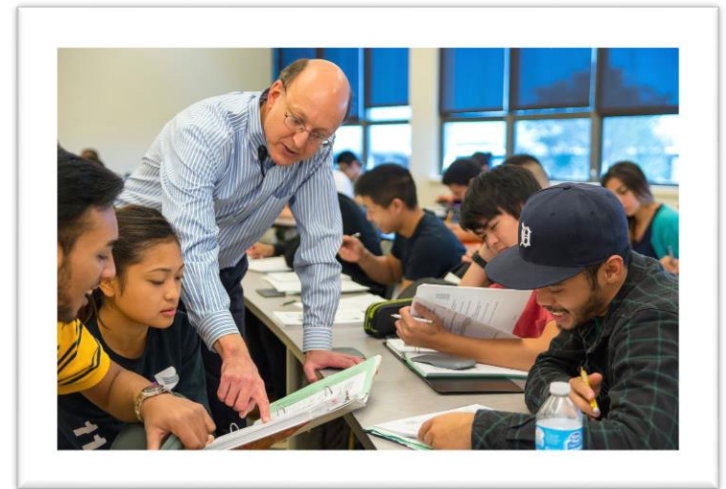


Irvine Valley College

- ✓ Total campaign investment of \$11 million for five years
- ✓ \$3 million campaign budget of for year one
- ✓ \$2 million campaign budgets of for up to four additional years
- ✓ Campaign funding anticipated to end June 30, 2020

Key Messages:

- ✓ Graduate from community college with an associate degree
- ✓ A guaranteed saved spot in the California State University (CSU) system
- ✓ Have a clearly defined transfer pathway to a CSU
 - ✓ discipline-specific, consisting of no more than 60 lower division semester units and 60 upper division semester units (90 units at a quarter campus)
- ✓ Start at CSU with junior status
- ✓ Financial aid available through I Can Afford College and CSU



College of San Mateo

The Campaign's Key Target Audiences are Low to Middle Income:

- ✓ High school juniors and seniors
- ✓ Recent high school graduates (ages 18 to 24)
- ✓ Current community college students
- ✓ Influencers (parents, coaches, teachers, counselors, etc.)
- ✓ Special populations including veterans and foster youth



Merrit College

Baseline Awareness Study Results

May 2017

- ✓ Half of Prospective Students and Parents Haven't Heard of the Associate Degree for Transfer Program
- ✓ Less Than Half of Those Aware of the Program Can Accurately Explain It
- ✓ Word of Mouth from Friends, Teachers and Counselors Drives Awareness



Baseline Awareness Study Results

- ✓ Two-thirds of Prospective Students and Three-Quarters of Parents Would Consider or Recommend the Program
- ✓ Affordability, Graduating in Four Years and Preparation are Key Drivers
- ✓ Affordability, Program Offering and Financial Aid are Most Important Decision-Making Factors

Campaign Messaging



- ✓ Associate Degree for Transfer provides the quickest, easiest and most cost effective pathway from a community college to a bachelor's degree

Marketing Campaign

✓ Launched in May 2017

- Logo Refresh
- Radio Ads
- Digital/Online Ads
- Out-of-Home
- Paid & Organic Social Media
- Student Success Videos
- Updated Website
- Statewide Community Outreach
- Media Relations
- Collateral & Promotional Materials

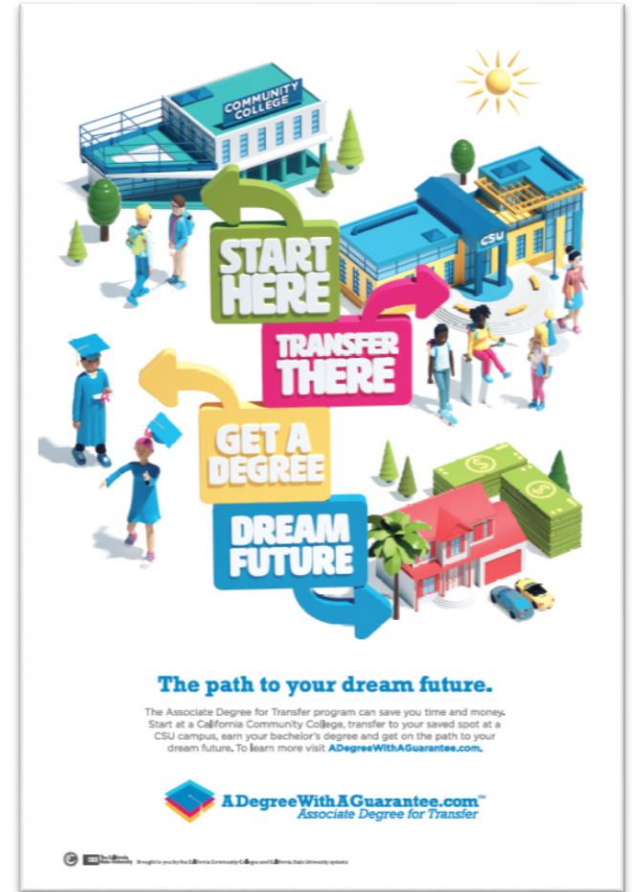


Mt. San Antonio College

✓ Coming Soon

- Spanish-Language Radio & Digital Ads (February 2018)
- Spanish-Language Website (February 2018)

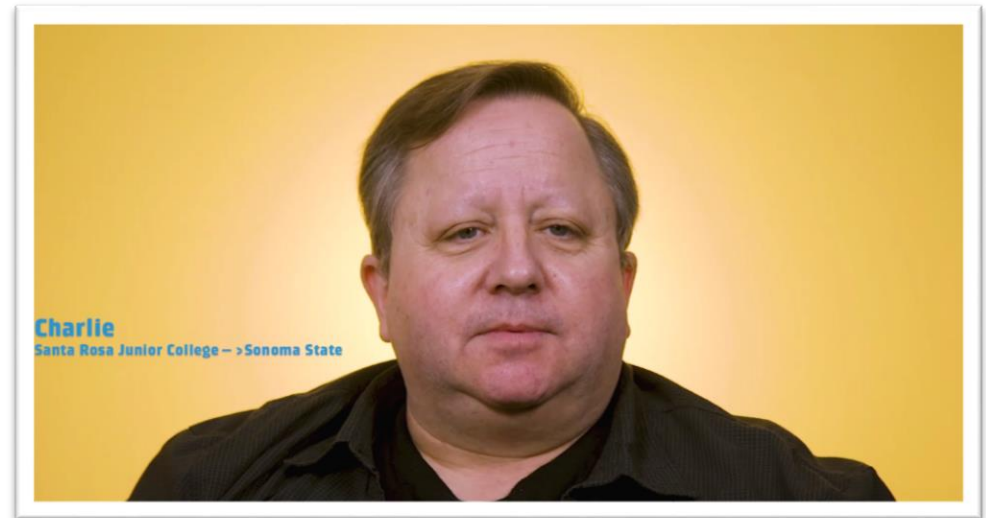
Paid Media



Student Success Videos

Videos Completed:

- ✓ Advantages
- ✓ Clear Path
- ✓ Financially Smart
- ✓ Fast Way
- ✓ Saved Spot
- ✓ UC Transfer



Website

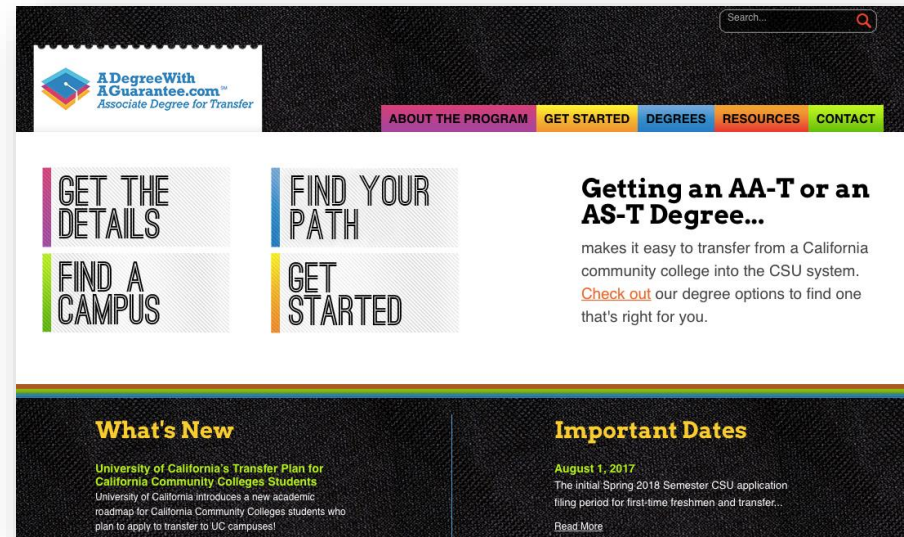
ADegreeWithAGuarantee.com

Call to action:

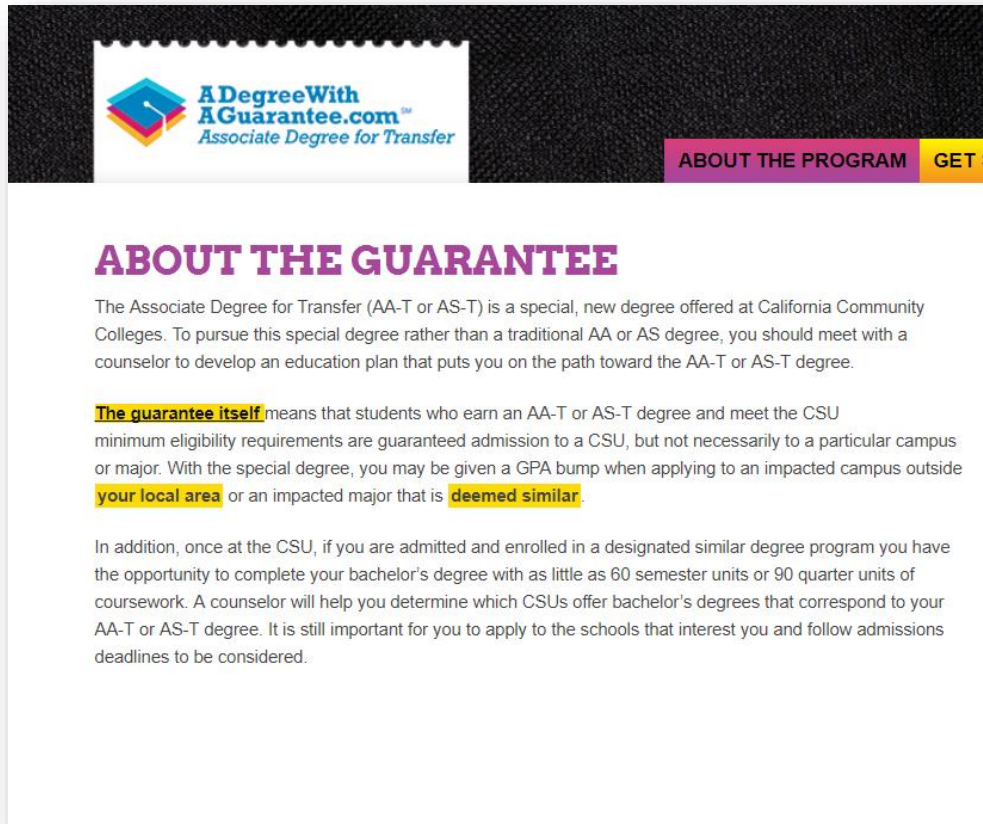
- ✓ Get directly connected to Colleges
- ✓ Direct Pathway to an Associate and Bachelor's Degree
- ✓ Transfer Process Details

New Site Coming 2018:

- ✓ Updated Look and Feel
- ✓ Mobile Friendly/Mobile First
- ✓ Spanish-language Full Mirrored Site
- ✓ Conducting Website Usability Testing
 - Ensure Site is User Friendly/Ease of Navigation
 - Important information is easy to find



About the Guarantee



The screenshot shows a webpage with a dark background. At the top left is the logo for A Degree With A Guarantee.com. To the right of the logo are two buttons: a purple one labeled 'ABOUT THE PROGRAM' and a yellow one labeled 'GET S'. Below the logo and buttons is a white box containing the following text:

ABOUT THE GUARANTEE

The Associate Degree for Transfer (AA-T or AS-T) is a special, new degree offered at California Community Colleges. To pursue this special degree rather than a traditional AA or AS degree, you should meet with a counselor to develop an education plan that puts you on the path toward the AA-T or AS-T degree.

The guarantee itself means that students who earn an AA-T or AS-T degree and meet the CSU minimum eligibility requirements are guaranteed admission to a CSU, but not necessarily to a particular campus or major. With the special degree, you may be given a GPA bump when applying to an impacted campus outside **your local area** or an impacted major that is **deemed similar**.

In addition, once at the CSU, if you are admitted and enrolled in a designated similar degree program you have the opportunity to complete your bachelor's degree with as little as 60 semester units or 90 quarter units of coursework. A counselor will help you determine which CSUs offer bachelor's degrees that correspond to your AA-T or AS-T degree. It is still important for you to apply to the schools that interest you and follow admissions deadlines to be considered.

- ✓ Clearly explain the guarantee
- ✓ Students are aware that they are not guaranteed to a specific campus or major, it will be based on the impactation status of the campus
 - ✓ In testing, this did not deter students from wanting to pursue this pathway

Transfer Process

THE TRANSFER PROCESS

The program makes it possible - you make it happen. The new joint transfer program guarantees that you can transfer from a community college to a CSU. If you start community college ready to take college-level courses, you can complete your associate and bachelor's degrees with only 120 total units of coursework.

Step 1:

Complete an Associate Degree for Transfer at a California Community College.

Students working toward an Associate in Arts for Transfer (AA-T) or an Associate in Science for Transfer (AS-T) degree must complete 60 semester units (or 90 quarter units) of required general education coursework and major-specific lower division coursework. To be as competitive as possible, keep your grades up in community college and make sure you meet the **admissions requirements** for the CSU campus and the major that interests you, and submit all application materials by the **posted deadlines**.

Step 2:

Arrange Your Transfer to a CSU.

With your AA-T or AS-T you are guaranteed admission into the California State University system, and may be given a GPA bump when applying to a similar degree program outside of your **local CSU area** or to an impacted program or major **similar to** your associate degree. An AA-T or AS-T degree guarantees admission to a CSU, but not necessarily to a particular campus or major.

Step 3:

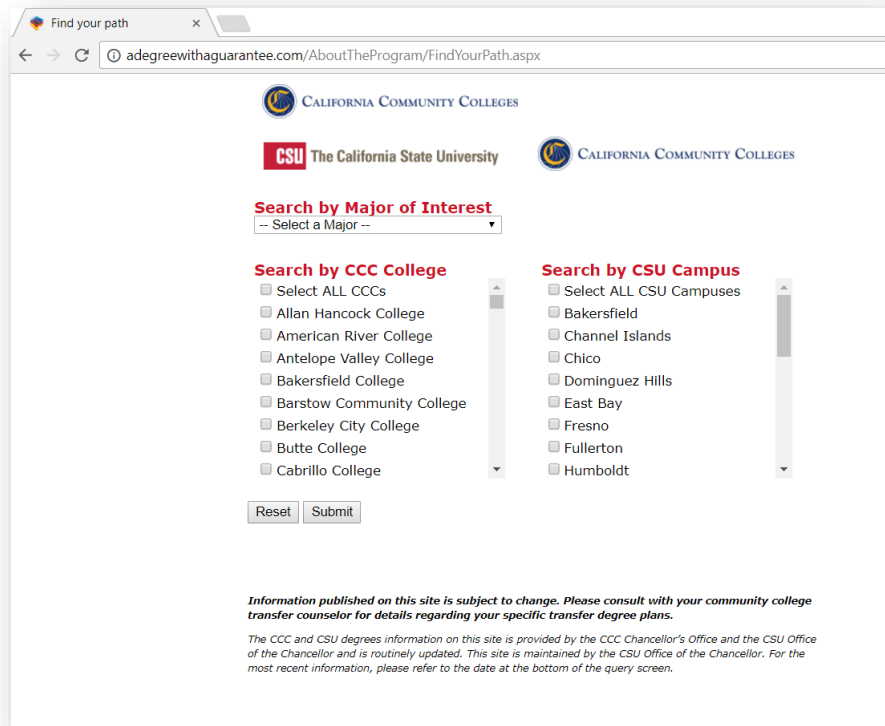
Complete your Bachelor's Degree at a CSU.

Transfer students enter the CSU system with junior standing. If you are admitted to a program deemed similar to your AA-T or AS-T, you will only need to complete 60 additional semester units (or 90 quarter units) to earn a bachelor's degree and will not be required to repeat courses that are similar to those completed at the community college as part of your associate degree. To stay on schedule, make sure you stay enrolled at your campus, pass all of your classes and follow your education plan.

- ✓ Step by step process
- ✓ Students develop the path to their dream future
- ✓ Information is also included throughout all of our collateral materials



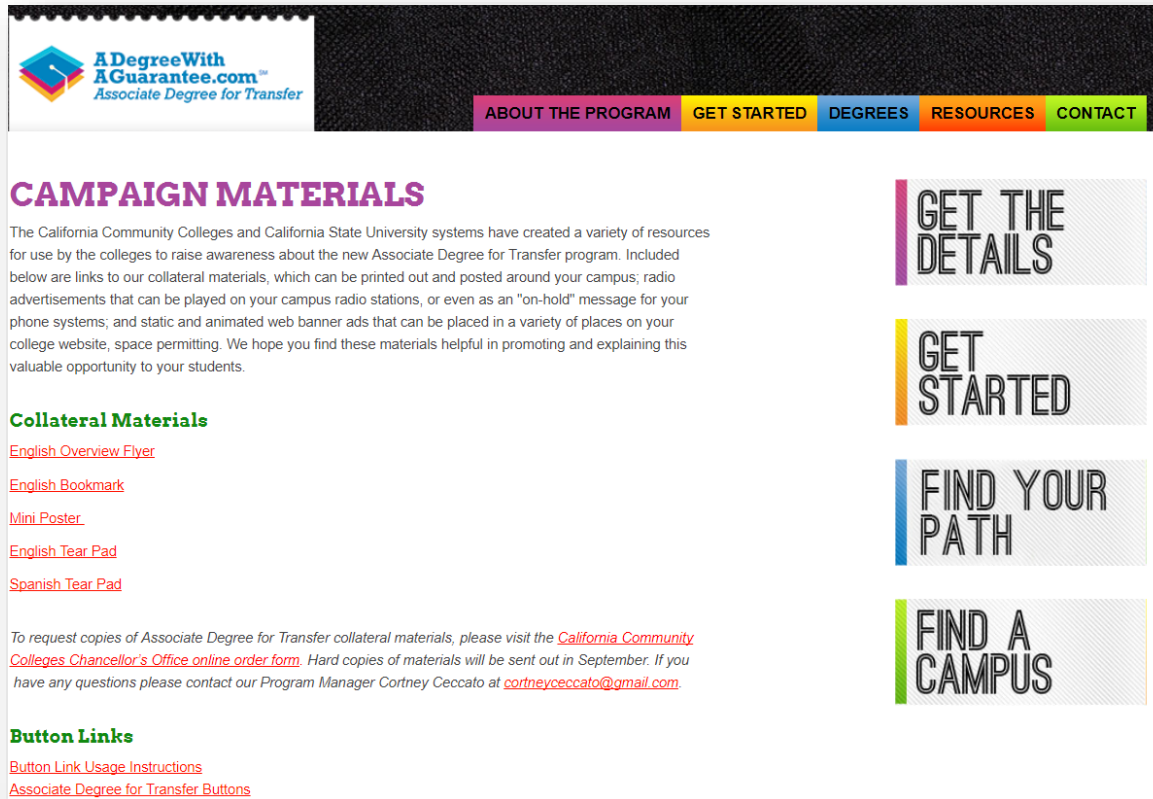
Find Your Path



The screenshot shows a web browser window with the URL adegreewithaguarantee.com/AboutTheProgram/FindYourPath.aspx. The page features logos for California Community Colleges, The California State University, and California Community Colleges. It includes a search section with a dropdown menu for 'Search by Major of Interest' and two columns of checkboxes for 'Search by CCC College' and 'Search by CSU Campus'. The 'Search by CCC College' column lists: Select ALL CCCs, Allan Hancock College, American River College, Antelope Valley College, Bakersfield College, Barstow Community College, Berkeley City College, Butte College, and Cabrillo College. The 'Search by CSU Campus' column lists: Select ALL CSU Campuses, Bakersfield, Channel Islands, Chico, Dominguez Hills, East Bay, Fresno, Fullerton, and Humboldt. There are 'Reset' and 'Submit' buttons at the bottom of the search section. A disclaimer at the bottom states: 'Information published on this site is subject to change. Please consult with your community college transfer counselor for details regarding your specific transfer degree plans. The CCC and CSU degrees information on this site is provided by the CCC Chancellor's Office and the CSU Office of the Chancellor and is routinely updated. This site is maintained by the CSU Office of the Chancellor. For the most recent information, please refer to the date at the bottom of the query screen.'

- ✓ Select a major of interest
- ✓ Select all community colleges and CSU campuses to discover all of your available options or select certain schools
- ✓ Discover your pathways
- ✓ Make an appointment with your counselor to discuss next steps
- ✓ Please note, while admission to a CSU is guaranteed, not all students will receive their choice of a specific campus or program. Admission will depend on the course of study and the impactation status of the campus

Campaign Materials

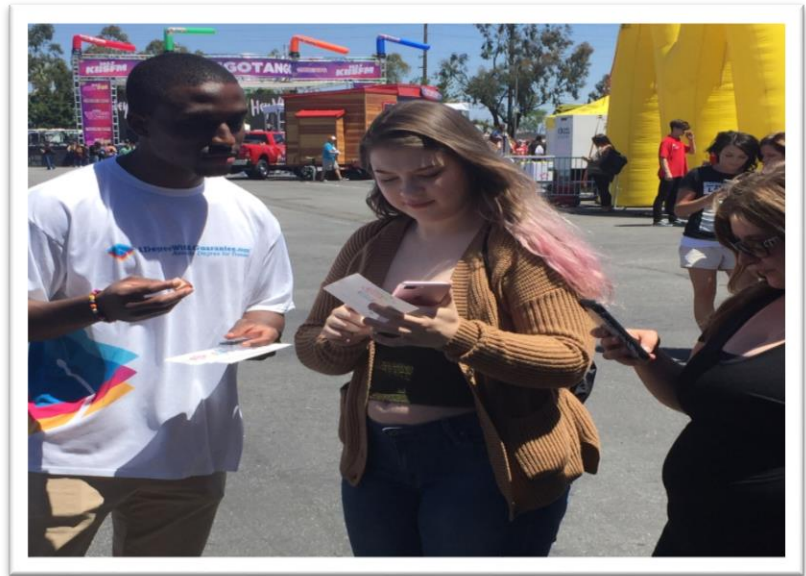


The screenshot shows the website's navigation menu with tabs for ABOUT THE PROGRAM, GET STARTED, DEGREES, RESOURCES, and CONTACT. The main content area is titled "CAMPAIGN MATERIALS" and includes a paragraph about the resources available, a section for "Collateral Materials" with links to English Overview Flyer, English Bookmark, Mini Poster, English Tear Pad, and Spanish Tear Pad, and a section for "Button Links" with links to Button Link Usage Instructions and Associate Degree for Transfer Buttons. On the right side of the page, there are four large buttons: GET THE DETAILS, GET STARTED, FIND YOUR PATH, and FIND A CAMPUS.

- ✓ Resources tab, dropdown menu will appear, choose “Campaign Materials”
- ✓ Collateral Materials
- ✓ Website Buttons
- ✓ Logos
- ✓ Radio Ads
- ✓ Online Ads
- ✓ Out of Home Ads
- ✓ Social Media Images

Statewide Outreach

- ✓ High school events
- ✓ College fairs
- ✓ Community events
- ✓ Legislative
- ✓ Partnering with other statewide campaigns (I Can Afford College and Career Education)



Wango Tango

Partnership Opportunities

✓ Interested in hosting an event? Or would you like the Associate Degree for Transfer Program featured at your next college fair?

✓ Please reach out to our Program Manager Cortney Ceccato at cortneyceccato@gmail.com



Pony Express Days

Media Relations

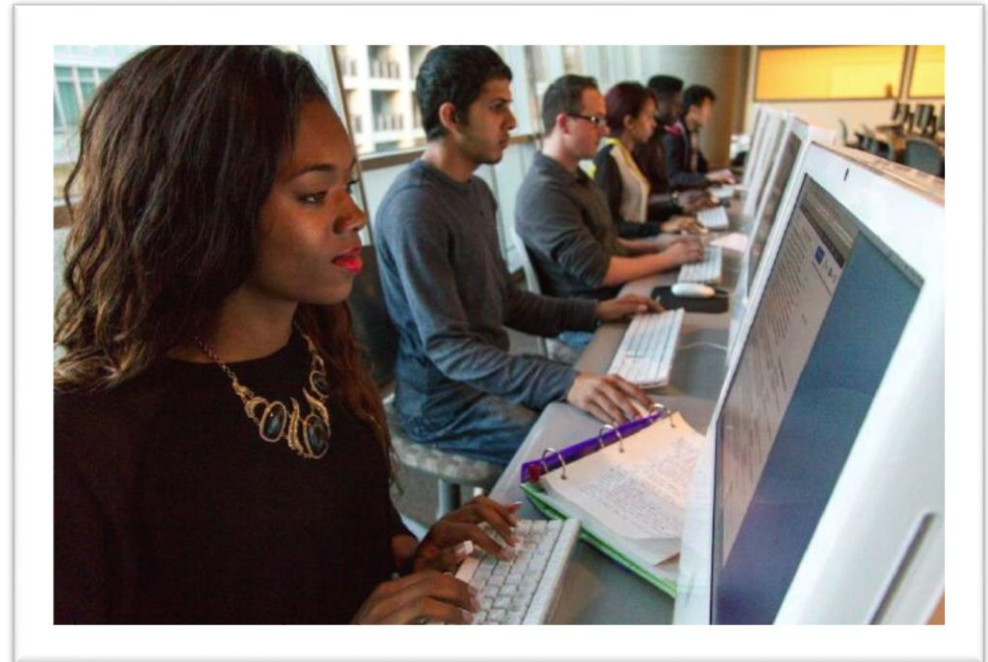


American River College

- ✓ Targeted Media Outreach
- ✓ Outreach to reporters
- ✓ Template Release for H.S. newspapers
- ✓ Media/Message training

Campaign Resources

- ✓ E-toolkit (coming soon!)
- ✓ Social media
- ✓ Partnerships
- ✓ Collateral materials
- ✓ Workshop advertising
- ✓ Community outreach events

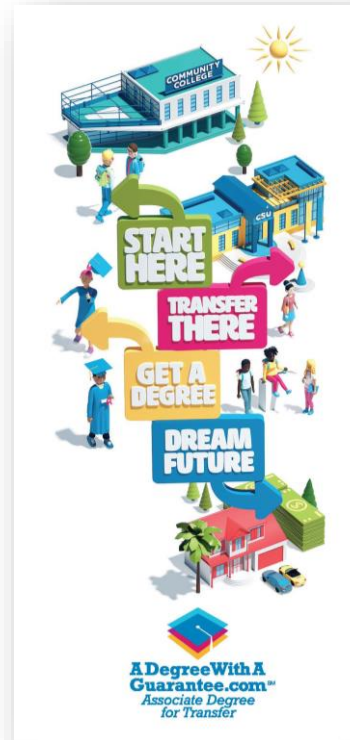


Berkeley City College

Collateral Materials

✓ Available items include:

- Brochure
- Poster
- Flyer
- Folders
- Bookmarks
- Factsheet
- Pens
- Stickers
- T-shirts



GET YOUR DREAM FUTURE FASTER.

Take a path to earn your bachelor's degree that saves time & money.

START HERE:

- Apply to a community college at cccapply.com
- Talk to a counselor about college and career options
- Already enrolled? Visit a community college transfer center
- Pick your pathway at ADegreeWithAGuarantee.com
- Apply for financial aid at icanaffordcollege.com

TRANSFER TO A CSU:

- Complete the requirements
- Apply to a CSU at calstate.edu/apply and transfer to your guaranteed spot at a CSU
- Continue on the path to your bachelor's degree

GET A DEGREE

START YOUR DREAM FUTURE


A Degree With A Guarantee.comSM
Associate Degree for Transfer

 **CSU** The California State University
Brought to you by the California Community Colleges and California State University systems

Ordering Materials

Step 1: Go to www.adegreewithaguarantee.com

Step 2: On the top right tabs hover over “RESOURCES”

Step 3: A dropdown menu should appear click on “Campaign Materials”

Step 4: Under the green “Campaign Materials” header you will find a link to the “California Community Colleges Chancellor’s Office online order form”

Ordering Form:

Step 5: Click on “Self-Registration” link if this is your first time ordering to register for current and future orders. If you have already previously registered, please enter your username or email and password than click “login”.

Note: all users who were formally registered through the “I **Can**” campaign materials site will need to re-register for the new site.

Step 6: Once inside the online store you can search for specific materials or filter by which campaign you are looking for by using the tools on the top left hand side of the screen. Type in the search bar and/or click on the check box of the campaign materials you are looking for.

Step 7: Review the items and select the quantity desired of each item to order. Make sure you click “add to cart” to include those items selected in your order.

Step 8: You can review your order by clicking “Shopping Cart” at the top of the page.

Step 9: Click “Finished Shopping” when viewing your shopping cart to complete your order.

Step 10: Enter your shipping address for your order to be sent to; **“WE CANNOT SHIP TO PO BOXES”**.

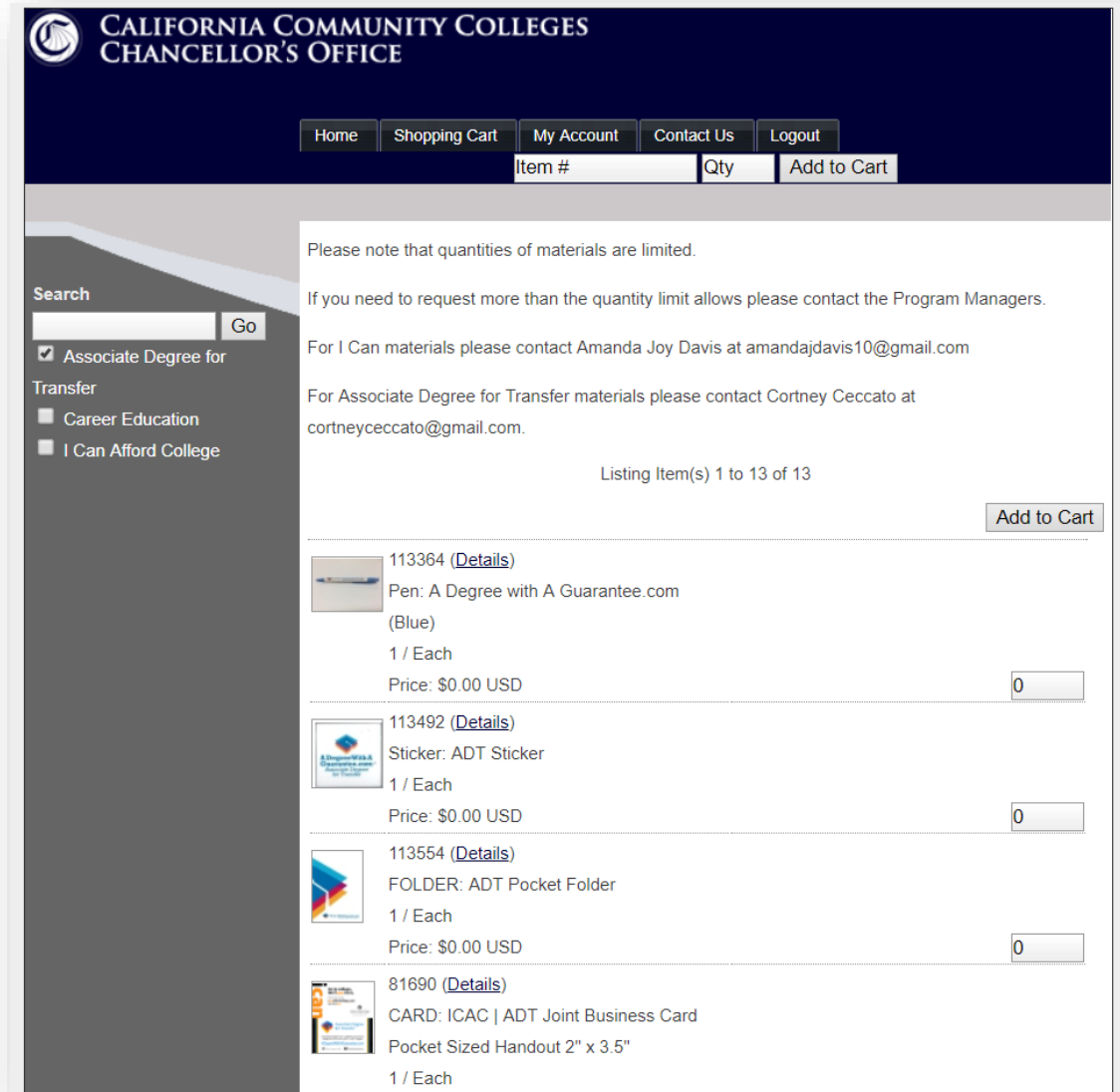
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Step 12: Click “Review Order” to take a final review.

Step 13: Click on “Change Item(s)” if you would like to make any changes. If you have no further changes, click on “Place Order” to complete your order.







- ✓ Materials FREE of charge
- ✓ Search by campaign
- ✓ Need more than the quantity limit please send requests to Program Managers



CALIFORNIA COMMUNITY COLLEGES
CHANCELLOR'S OFFICE

Home Shopping Cart My Account Contact Us Logout

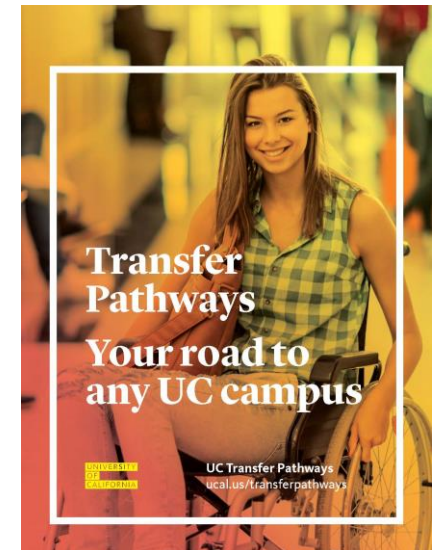
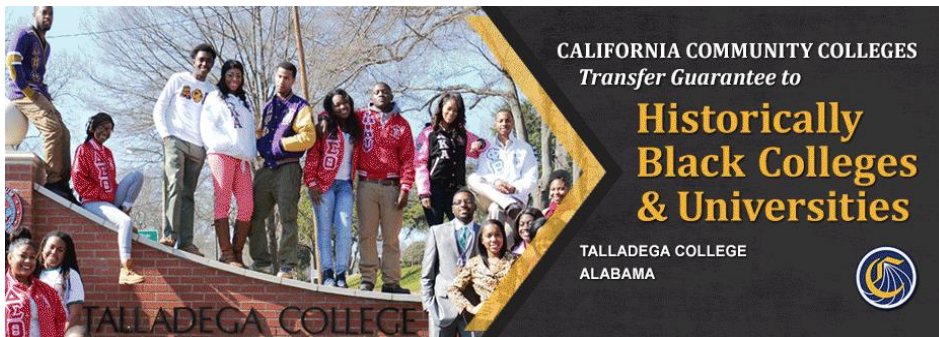
Item #	Qty	Add to Cart
Please note that quantities of materials are limited.		
If you need to request more than the quantity limit allows please contact the Program Managers.		
For I Can materials please contact Amanda Joy Davis at amandajdavis10@gmail.com		
For Associate Degree for Transfer materials please contact Cortney Ceccato at cortneyceccato@gmail.com.		
Listing Item(s) 1 to 13 of 13		
		Add to Cart
	113364 (Details) Pen: A Degree with A Guarantee.com (Blue) 1 / Each Price: \$0.00 USD	<input type="text" value="0"/>
	113492 (Details) Sticker: ADT Sticker 1 / Each Price: \$0.00 USD	<input type="text" value="0"/>
	113554 (Details) FOLDER: ADT Pocket Folder 1 / Each Price: \$0.00 USD	<input type="text" value="0"/>
	81690 (Details) CARD: ICAC ADT Joint Business Card Pocket Sized Handout 2" x 3.5" 1 / Each	

Search

 Associate Degree for Transfer
 Career Education
 I Can Afford College

Other Transfer Pathways

- ✓ California Community Colleges Transfer Guarantee to Historically Black Colleges & Universities
 - ✓ Modeled after the Associate Degree for Transfer
- ✓ UC Transfer Admission Guarantee (TAG)
 - ✓ Follow the transfer admission planner



Guided Pathways

- ✓ Planning to foster student success
- ✓ Clarifying student pathways
 - ✓ The Associate Degree for Transfer Program

Four Pillars of Guided Pathways

Clarify
the
Path



Create Clear Curricular Pathways to Employment and Further Education

Enter
the
Path



Help Students Choose and Enter Their Pathway

Stay on
the
Path



Help Students Stay on Their Path

Ensure
Learning



Follow Through, and Ensure that Better Practices are Providing Improved Student Results.

Program Statistics

- ✓ As of June 2017, there are 2,268 active ADTs offered at California community colleges

- ✓ There has been an increase of students graduating with an Associate Degree for Transfer:
 - Of the 11,452 students who received AA-T/AS-T degrees in academic year 2013-14, approximately 63% have transferred to CSU before the end of the 2014-15 academic year
 - In addition, 83% of students transferred to a 4-year institution within two years

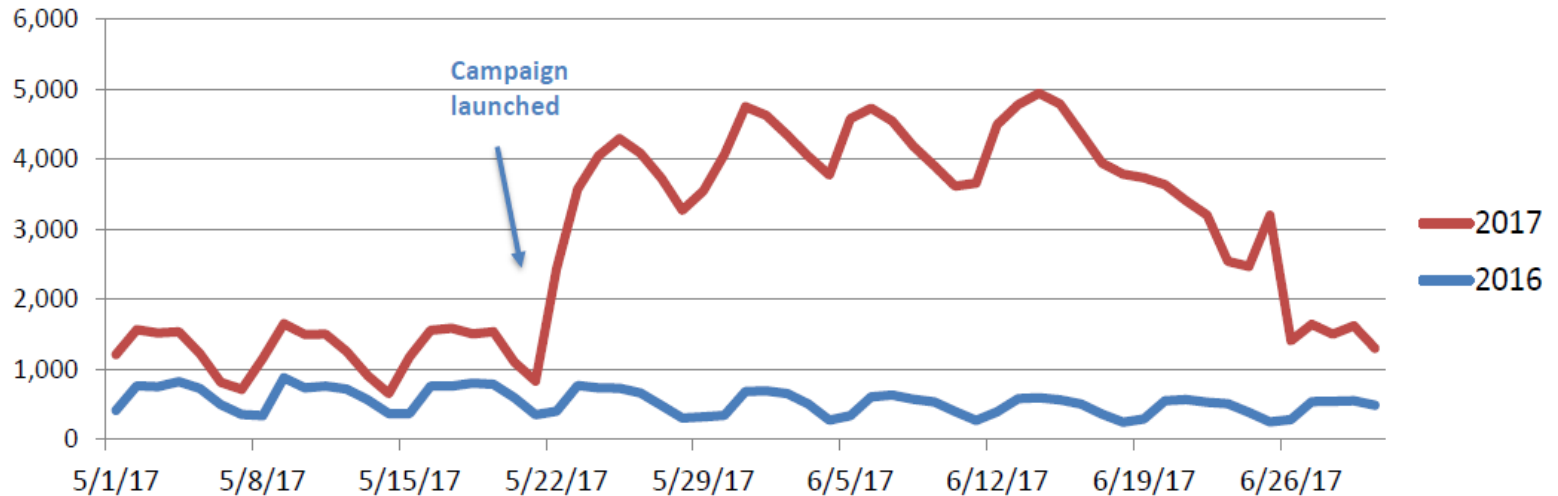
- ✓ Four new majors have been added: Environmental Science; Hospitality Management; Law, Public Policy and Society; Social Work and Human Services*

*Will take up to a year to fully integrate these majors.



Quick View of Results

- ✓ Digital (through October 2017)
 - 260,604 clicks from May to October 2017
 - 225% Increase in Site Traffic Over 2016
 - 93,904,421 Total Impressions for 2017



Connect With Us!

- ✓ Campaign website
 - ADegreeWithAGuarantee.com
- ✓ Social Media
 - twitter.com/CalCommColleges
 - twitter.com/calstate
 - facebook.com/CACommColleges
 - facebook.com/calstate
 - instagram.com/californiacommunitycolleges
 - youtube.com/CACommunityColleges
 - youtube.com/csuco



Campaign Contacts

Paige Marlatt Dorr

Director of Communications
California Community Colleges
Chancellor's Office
PDorr@cccco.edu
(916) 327-5356 office
(916) 601-8005 mobile

Cortney Ceccato

Program Manager
"Associate Degree for Transfer"
Campaign
cortneyceccato@gmail.com
(916) 813-8216 mobile



Thank you!





Campaign Overview

The "Associate Degree for Transfer", a program jointly sponsored by the California Community Colleges and California State University systems, is a specific transfer pathway that provides students with a guaranteed spot at a CSU campus. With more than 2,000 specific Associate Degrees for Transfer (Associate in Arts Transfer or AA-T degree and Associate in Science Transfer or AS-T), the program provides students with options for transfer that save time and money.

In 2016, the campaign secured a total of **\$11 million in funding through 2020** to launch a statewide marketing campaign to garner awareness of the program using research-based marketing, collateral development, media relations, outreach and social media advertising. Since launching in May 2017, there have been more than **100,000 new visitors to ADegreeWithAGuarantee.com, the campaign's website.**

The program is aimed at educating current and prospective students, particularly in underserved communities. The primary target audiences are youth ages 16-24; adults ages 25-54 with an emphasis on Latino, African-American and API communities.

Valuable Resources

The heart of the campaign is the Associate Degree for Transfer website, ADegreeWithAGuarantee.com which provides current and prospective students with valuable information on the transfer pathway and encourages them to reach out to professionals at their local high school or college to receive free one-on-one assistance with planning their course pathway.

The key features of the ADegreeWithAGuarantee.com website include:

- General information on the transfer degree and step-by-step information on how to get started with the transfer process.
- An online tool developed to allow students to explore a variety of majors, finding out more about a program area of study, and potential careers associated with each major.
- Direct pathways to earning an associate and bachelor's degree through a list of all degrees by major offered at each California community college and California State University.
- Direct links to each California community college and California State University campus.
- For more information, see a high school counselor, community college counselor or representative from a California State University.

Campaign Materials

The "Associate Degree for Transfer" campaign is pleased to offer a variety of collateral and promotional materials free of charge. Items include brochures, factsheets, flyers, bookmarks, T-shirts and more. Quantities of materials are limited so please order only what you need.

To order materials, please visit: <http://admailwestshops.directedje.com/CCC/product-listing.asp?CID=-2>

If you have questions or would like more information, please contact
Cortney Ceccato, Project Manager, at cortneyceccato@gmail.com, or (916) 813-8216 or the California
Community Colleges Director of Communications, Paige Marlatt Dorr, at pdorr@cccco.edu, or (916) 327-5356.



Campaign Materials

The California Community Colleges Chancellor's Office is pleased to offer a variety of collateral and promotional materials free of charge for their statewide awareness campaigns on financial aid, transfer programs, and career education opportunities. Items include brochures, flyers, folders, T-shirts and more. Quantities of materials are limited so please order only what you need. Visit the "I Can Afford College" and/or "Associate Degree for Transfer" campaign websites today and place your order using the simple steps listed below!

Steps to Order Collateral Materials

Through the "I Can Afford College" website:

Step 1: Go to www.icanaffordcollege.com

Step 2: On the top right tabs hover over "ABOUT US"

Step 3: A dropdown menu should appear click on "Campaign Materials".

Step 4: After the brief intro, you will find a link to the "California Community Colleges Chancellor's Office online order form"

Through the "Associate Degree for Transfer" website:

Step 1: Go to www.adegreewithaguarantee.com

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Step 3: A dropdown menu should appear click on "Campaign Materials"

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